

# OPENING SALE

## E, YARD, OF GOODS AND GARMENTS IN THE BOSTON STORE

### Now Is the Time to Save Money

Certainly it is unusual to offer high-grade merchandise right at the beginning of the season at cut prices, but we are overstocked, and then again, we want to give our out-of-town customers the opportunity to partake of the wonderful bargains for which this store is famous. Positively every article, yard of goods or garment in this store is reduced, with the exception of a few restricted lines, and in many instances the prices quoted are sensational in the extreme.

### ON WOMEN'S STYLISH APPAREL

#### The New Coats

Polo, Auto and Street Coats in all the new shades and mixtures adapted to this climate are on display. We call particular attention to the handsome Black Velvet Coats—truly magnificent in quality and style. We are sure of having the Coat you want, and invite your attendance to our apparel section, even if you just want to look.

**New Model Tailor Suits \$8.88**  
\$12.50 and \$15 Values

New length and all made of all-wool serges and shadow stripes. Some are trimmed with silk braid and some are plain tailored; they are lined with Muskana satin of guaranteed quality and in such colors as black, blues, brown and tan. Also Suits for misses and juniors in this lot. They are worth \$12.50 to \$15.

**Man-Tailored Suits \$13.75**  
Worth \$20, \$22.50, \$25

A big rack full of high grade tailored Suits at this price; all up-to-date styles in both light and dark novelty suitings, lined with guaranteed satin. Values regularly at \$20, \$22.50 and \$25.

**Handsome Coats \$9.90**  
Worth up to \$18

Pretty Coats, in black or light tan covert cloth, tight or semi-fitting, either full or half lined with satin. You usually pay \$15 to \$18 for such coats as these, or perhaps not quite as good. We show all kinds of coats, but call especial attention to this bargain.

**All Tailor Suits---High Grade Waists---Misses' and Children's Dresses**  
**33 1/3 % Discount**

A broad, sweeping reduction of one-third off applies to above lines. All the new styles are among them and the saving now is worth while.

**25% Discount**  
ON  
**Coats and Skirts**

This discount applies to every coat and skirt in this store; all the new kinds are here, including polo, auto and street coats of every kind. One-fourth off the regular price is our offer during this sale.

#### DRESS GINGHAMS

In all colors, both light and dark and solid colors. Come in checks, stripes, etc., and worth regularly 10c a yard. Splendid chance to buy material for school dresses.

#### BUNGALOW SCRIM

36-INCH BUNGALOW SCRIM — Comes in both plain white and colored Oriental effects, full 36 inches wide and worth 25c to 35c.

#### Bleached Domestic

YARD WIDE BLEACHED MUSLIN — A splendid quality for general use; the regular price is 10c a yard, but for the Fall Opening Sale we have reduced the price.

#### Zephyr Gingham

Full 32 inches wide and in pretty new patterns and colors; worth in the regular way 15c to 20c a yard. This is real imported goods and a splendid value.

#### CRASH TOWELING

Unbleached linen crash; a quality that will wash and wear well; \$1.30 to 10c a yard. Special, 7 1/2c

**BLEACHED LINEN CRASH** — Bleached pure white, all linen, 18 inches wide and will wear splendidly. Always sells for 12 1/2c a yard.

**BEDSPREADS** — Honeycomb weave, in full double bed size, hemmed all around and our best \$1.75 quality. Special \$1.19

#### FRINGED BEDSPREADS

With cut corners for iron beds; double bed size, in heavy weight, honeycomb designs, \$2.50 a yard. Special \$1.69

**ATHLETIC WASH CLOTHS** — The best wash cloth made; square shape and hemmed ready for use; worth 8c to 10c everywhere. Special 5c

**TURKISH BATH TOWELS** — Bleached and a good, heavy quality. A splendid Towel for hard wear and worth 65c a pair. Special, each, 23c

#### LINEN HUCK TOWELS

In a good variety, large size and well worth our former price of 40c. Special price, each, 14c

**FEATHER PILLOWS** — A big hotel size feather pillow, covered with an excellent twilled feather proof tick; worth \$1.50; not offered at such a low price

**FEATHER PILLOWS** — A good quality feather pillow, standard size, covered with good striped ticking; usual value anywhere is 75c. A rare bargain 59c

#### BATH ROBE FLANNEL

In neat designs, with dainty side border; comes in subdued colors. Regular price 30c to 35c. Special 19c

**CRETONNES** — 25 and 27 inch Cretonnes, in an assortment of designs and colorings. This quality usually sells for 10c and 12 1/2c a yard. Special 8c

**SILKOLINES** — Full 36 inches wide in a big variety of patterns and colors. Just right for comfort covering; worth 12 1/2c a yard. Special 9 1/2c

#### DRESSER SCARFS

Made of bleached linen, with hemstitched border. These scarfs are well worth 50c. Our Special price 29c

**OUTING FLANNEL** — In light and dark colors, comes in checks and stripes, worth regularly \$1.20 a yard. Special 6c

**PLAID DRESS GOODS** — Many handsome plaid goods in double widths, regular 25c a yard; suitable for children's dresses, especially. Special Sale 16 1/2c

#### DAISY OUTING CLOTH

There is no nicer material for making winter nightgowns, etc.; soft and warm. We offer pure white Daisy Cloth worth 12 1/2c a yard for 8 1/2c

**PERCALES** — Full yard wide, in light and dark colors; a variety of figured designs, as well as solid colors; 12 1/2c and 15c values. Special 9c

**SOISETTE** — In solid colors, 26 inches wide and in a variety of wanted colors. The regular price is 25c a yard. Special 19c

**SHOES One-Fourth Off**  
With the Exception of Red Cross and Douglas

Now is the time to buy Shoes. From the largest stock of good Shoes in Phoenix you can choose at one-fourth off the regular prices. We show every new last, leather and color that's good this season, and with our expert shoe fitters at your command you certainly should avail this opportunity. All Shoes at this reduction except W. L. Douglas and Red Cross Shoes.

**SHOES 1/4 OFF**

#### Warm Blankets and Comforts One-Fourth Off

We offer you choice of our entire stock of Blankets and Comforts at one-fourth off the regular price. Every kind is here, from the cheap Cotton Blanket to the finest all-wool kind.

**Grey Cotton Blankets, pair 59c**  
Size 50x72. This is our regular 85c quality and a bargain at this price.

**Soft Cotton Blankets, pair \$1.48**  
Size 60x76. Good weight, comes in white or grey, with pink or blue stripe; regular \$2.50 value.

## N. Diamond & Bro. Phoenix-Arizona 201 to 219 East Washington St. BOSTON STORE

### THE POPULAR SHOPPING CENTER

### Bargains in Hosiery and Warm Knit Underwear For Women and Children



See the \$1.50 Silk Hose on Sale 79c

**CHILDREN'S HOSE**—Black ribbed, spliced heel and toe, all sizes from 5 to 9 1/2. This quality always sells at 12 1/2c to 15c a pair. Special 9c

**CHILDREN'S HOSE**—Just right for school wear; black ribbed, good, strong quality and all sizes; sells elsewhere at 20c. Special 11c

**CHILDREN'S HOSE**, in black, blue, white, cardinal, brown and tan—fine gauge and standard 20c and 25c values. All sizes here at 12 1/2c

**BOYS' TEAR PROOF HOSE**—The double heel and toe combined with the weight make this hose absolutely the best. Comes in all sizes and are the best 25c hose on the market. Special 19c

**WOMEN'S HOSE**—Black cotton with white spliced or all white foot; a splendid hose at regular price, 15c. Sale price, 9c

**WOMEN'S FLEECE LINED HOSE**—Now is the time you want them. These are reinforced heel and toe and are worth 20c a pair. Special 12 1/2c

**WOMEN'S HOSE**—These are imported goods, made in Germany; absolutely fast color; high spliced heel, double sole and made of best combed Muen yarn; all colors, worth up to 45c. Special 19c

**BLACK SILK HOSE**—With 8-inch garter top, spliced heel and toe and good wearing quality; regular 39c. Special 19c

**CHILDREN'S RIBBED UNDERWEAR**—Either vests or pants, in grey, white and tan; all sizes; regular 35c a garment, and are very warm and comfortable. Sale price, 19c

**MISSIES' UNION SUITS**—The famous "Onella" make, sold everywhere at 75c a suit. We have all sizes in the winter weight, and you can buy them now at, per suit, 49c



**KNIT CORSET COVERS**—Made for solid comfort, with long sleeves, and sold regularly at 50c each. We have all sizes here and during this Sale we'll sell them at, 29c

**WOMEN'S UNDERWEAR**—Women's white ribbed, medium weight vests and pants. You pay 50c for these all over town, and these garments are excellent, even at 50c. Special 39c

**WOMEN'S UNDERWEAR**—Jersey ribbed vests and pants. A good, heavy winter weight, high neck, long sleeves, pants full length, mostly large sizes, worth \$1.00 garment. Special 59c

**OUTING FLANNEL KIMONOS**—A big line of both long and short Kimonos here, in all sizes and many qualities. During this Sale take your unlimited choice at exactly 1/3 Off

#### 12 Yards Val. Lace

A big table full of pretty Val. Lace and Insertions in 12-yard pieces. Positively a wonder at this price. Come in several different designs. 15c

#### Checked Toweling

**CHECKED GLASS TOWELING**—The kind you pay 10c and 12 1/2c a yard for ordinarily. Either blue or red checks in various sizes. 8c

#### COT SHEETS

**COT SHEETS** — Good quality seamless sheet, 39c and the right size for cots; some stores want 60c to 65c for these. The Fall Opening Sale saves you money. 39c

#### BATH TOWELS

**TURKISH BATH TOWELS** — In a very large size, unbleached and hemmed ready for use. These will cost you elsewhere 20c each. Our Special price is interesting. 15c

### WOOL DRESS GOODS AND SILKS Receive Their Share of Price Cutting

**50c CHINA SILKS**—In black, white and all colors; 27 inches wide, soft Lyons finish and a fine bargain at the sale price of, 39c

**FINE TAFFETA SILKS**—In the 27-inch width, either plain colors or changeable. We have black and colors galore and they are worth \$1.25 to \$1.50 a yard. Sale price, 79c

**YARD WIDE MESSALINE**—The regular \$1.50 value, in black, white and all the new shades so popular for evening and street dresses. Now is the time to buy. Special 99c

**GUARANTEED BLACK TAFFETA**—A full yard wide, heavy weight, bright, lustrous finish and sold regularly at \$1.50 and \$1.75 per yard. During this Sale you may buy \$1.19

**CREAM MOHAIRS**—In the 60c and 75c grades, with handsome woven figures, a full yard wide, and they make handsome suits for full wear. Sale price, 47c

**EXTRA WIDE SERGES**—Either storm serge or the fine French twill, in tan, grey, black, brown, green, navy; 54 and 56 inches wide and a standard \$1.50 quality. Sale 99c

**DRESS WOOLENS**—Such as tweeds, serges, diagonals, in both plain and fancy striped; 45 to 50 inches wide. Sold regularly from \$1.50 to \$2.25 a yard. The assortment of \$1.29 styles is large and varied.

**IMPORTED DRESS GOODS**—Consisting of satin berber, soiled, French serges and shadow stripes. Beautiful goods and from 36 to 54 inches wide. Values from \$1.50 to \$2.00 a yard. 99c

**A BIG LOT of serges, mohair Henriettas and other fabrics**, 36 to 42 inches wide, in almost all colors. These wooleens sell regularly from 50c to 75c a yard. 39c

**A BIG ASSORTMENT of shadow stripes, serges and satin prunellas**, in all the new and wanted colors; 42 to 45 inches wide and regular 79c \$1.25 values

**HIGHEST GRADE WOOLENS**—Such as imported serges and diagonals; 56 to 60 inches wide and worth from \$2.75 to \$3.00 a yard. We believe this to be the lowest price \$1.97 ever quoted

**36-INCH SILKS**—Including rajah, cloth of gold, pongee and silk poplin; all colors and worth up to \$1.50. 89c

**WATERPROOF HABUTAI SILK**—A quality that will stand washing; comes in black only; for suits, coats and dresses; worth \$1.25 a yard. Sale price 78c



**\$2.00 Gloves**  
12-Button 98c

These nice kid gloves are 12 button and of good quality black kid. At the Special Price, no fitting and no try on.

#### Broad cloths

In Plain and Shadow Stripes

\$1.50 quality, now yd. 75c  
\$1.75 quality, now yd. 87 1/2c  
\$2.00 quality, now yd. \$1.00  
\$2.50 quality, now yd. \$1.25  
\$3.00 quality, now yd. \$1.50

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